



# 2024 Bathing Suit & Goggle Drive

Drowning is the leading cause of accidental death among children ages 1 to 4. **Did you know that in New Jersey we lose an average of 10 children to drowning each year?** Swimming lessons are essential to the safety of children, especially in under-resourced communities. Many agencies around the state have risen to the occasion by providing swim instruction for little or no cost to children, but....

**Access to swim lessons requires a proper bathing suit. For many families, this has been one of the major stumbling blocks for access to these lessons.**

- 2018, Breakwater Beach Waterpark in Seaside Heights NJ conducted the first state- wide bathing suit drive for homeless families, spearheaded by Christine Palma.
- 2019, NJRPA partnered with Breakwater Beach and other NJ based aquatic venues and waterparks to conduct a successful Bathing Suit Drive by collecting over **600** bathing suits.
- 2020 and 2021, due to the COVID-19 Pandemic, we were unable to sponsor such drives.
- 2022, the campaign was re-energized collecting and distributing over **400** bathing suits and goggles. Each suit had an information card on drowning prevention from the NJ Swim Safety Alliance.
- 2023 NJRPA Aquatic Section Bathing Suit and Goggle Drive was expanded. **Partnering with the New Jersey Swim Safety Alliance and Dolfin Swimwear, the 2023 collection was the largest effort ever collecting and distributing 1800 bathing suits and 900 goggles.**

## Join the 2024 Effort!

This year's campaign will be held from Memorial Day Weekend through August 15, 2024, at NJ based aquatic facilities, swim schools, competitive swim venues, recreation departments and waterparks. **NEW** Bathing suits and goggles collected will be distributed through facilities recognized by both NJRPA and NJSSA for their commitment to drowning prevention education.

## Get Creative!

Sponsor a Bathing Suit and Goggles Drive at your facility. Be creative. Offer a special day, special pricing, or a unique approach to promoting this drive. Perhaps a Guest Pass for every bathing suit and goggle donation? Perhaps, entry into a raffle for a season pass for each bathing suit and goggle donated? Or, just for an act of kindness for the benefit of NJ's kids! The motivators are left up to you! No aquatic venue, no problem. Collect at your concerts, movies and camps!

## Get Others to Help!

Find your local social service agency or charitable organization to do their own drive or to coordinate your drive. Solicit participation through your social media and emails. Get your friends and families to contribute. Scouts, Junior Leagues, PTOs among others will embrace the campaign for sure.

## Can you join us in this effort?

Register today to be a part of this campaign. Participating agencies will be highlighted in promotional materials and articles. Let us help you by supporting your efforts!

**Register** with Judith Leblein Josephs, NJRPA Bathing Suit Campaign Chair and NJSSA Board Member by email. List your agency and the contact information for your staff person leading the effort. Questions? 732-319-5814

**Let's break the 1800 record and help NJ kids get access to swim lessons and ultimately save lives.**

Register at: [jleblein@optonline.net](mailto:jleblein@optonline.net)

To find out more about the sponsors & drowning prevention education:

[www.njrpa.org](http://www.njrpa.org)

[www.njsafeswimsa.org](http://www.njsafeswimsa.org)

[www.dolfinswimwear.com](http://www.dolfinswimwear.com)